



WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977

Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

Schedule Dates 08/20/12-08/26/12  
Advertiser WARREN FOR SENATE 2012 (3373)  
Agency Media Strategies & Research (1800)  
Product POLITICAL CANDIDATE (1051)  
Brand EST 11586 8/20-8/26/12 (27129)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name  
Phone/Fax /  
CPE 11586  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

Last Modified 08/17/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$22,815.00  
Net Total \$129,285.00  
Sales Tax

By Broadcast Month Spots Rate  
Aug. 2012 135 \$152,100.00  
Grand Total: 135 \$152,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	5A- 5:30A (ET)	1	1	1	1	1	1			5	\$500.00	\$2,500.00	WHDH Boston (WHDH)		8/9/12
2.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	5:30A- 6A (ET)	1	1	1	1	1	1			5	\$500.00	\$2,500.00	WHDH Boston (WHDH)		8/9/12
3.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	6A- 6:30A (ET)	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WHDH Boston (WHDH)		8/9/12
4.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	6:30A- 7A (ET)	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WHDH Boston (WHDH)		8/9/12
5.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	7A- 8A (ET)	2	2	2	2	2	2			10	\$1,500.00	\$15,000.00	WHDH Boston (WHDH)		8/9/12
6.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	8A- 9A (ET)	2	2	2	2	2	2			10	\$1,500.00	\$15,000.00	WHDH Boston (WHDH)		8/9/12
7.0	Normal Line / SPOT	08/25/12-08/25/12	1	:30	6:57A- Today Show Weekend	2						2		2	\$750.00	\$1,500.00	WHDH Boston (WHDH)		8/9/12
8.0	Normal Line / SPOT	08/25/12-08/25/12	1	:30	9A- 10A (ET)	1						1		1	\$900.00	\$900.00	WHDH Boston (WHDH)		8/9/12
9.0	Normal Line / SPOT	08/26/12-08/26/12	1	:30	7:57A- TODAY SHOW-SUNDAY	2						2		2	\$750.00	\$1,500.00	WHDH Boston (WHDH)		8/9/12
10.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	9A- 9:30A (ET)	1	1	1	1	1	1			5	\$500.00	\$2,500.00	WHDH Boston (WHDH)		8/9/12
11.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	9:30A- 10A (ET)	1	1	1	1	1	1			5	\$500.00	\$2,500.00	WHDH Boston (WHDH)		8/9/12
12.0	Normal Line / SPOT	08/21/12-08/24/12	1	:30	10A- 11A (ET)	1						1		2	\$400.00	\$800.00	WHDH Boston (WHDH)		8/9/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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13.0	Normal Line / SPOT	08/20/12-08/22/12	1	:30	12P-12:30P (ET)	1			1					2	\$400.00	\$800.00	WHDH Boston (WHDH)		8/9/12
14.0	Normal Line / SPOT	08/21/12-08/23/12	1	:30	12:30P-1P (ET)			1		1				2	\$400.00	\$800.00	WHDH Boston (WHDH)		8/9/12
15.0	Normal Line / SPOT	08/24/12-08/24/12	1	:30	1P-2P (ET)							1		1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/9/12
16.0	Normal Line / SPOT	08/20/12-08/20/12	1	:30	2P-3P (ET)	1								1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/9/12
17.0	Normal Line / SPOT	08/26/12-08/26/12	1	:30	9A-10:30A (ET)								1	1	\$800.00	\$800.00	WHDH Boston (WHDH)		8/9/12
18.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	3P-4P (ET)	2	2	2	2	2	2			10	\$400.00	\$4,000.00	WHDH Boston (WHDH)		8/9/12
19.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	4P-4:30P (ET)	1	1	1	1	1	1			5	\$650.00	\$3,250.00	WHDH Boston (WHDH)		8/9/12
20.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	4:30P-5P (ET)	1	1	1	1	1	1			5	\$800.00	\$4,000.00	WHDH Boston (WHDH)		8/9/12
21.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	5P-5:30P (ET)	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	WHDH Boston (WHDH)		8/9/12
22.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	5:30P-6P (ET)	1	1	1	1	1	1			5	\$1,200.00	\$6,000.00	WHDH Boston (WHDH)		8/9/12
23.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	6P-6:30P (ET)	2	2	2	2	2	2			10	\$1,500.00	\$15,000.00	WHDH Boston (WHDH)		8/9/12
24.0	Normal Line / SPOT	08/25/12-08/25/12	1	:30	6P-7 News at 6							1		1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		8/9/12
25.0	Normal Line / SPOT	08/26/12-08/26/12	1	:30	6P-7 News at 6								1	1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		8/9/12
26.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	7P- ACCESS HOLLYWOOD	1	1				1			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		8/9/12

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**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$22,815.00  
**Net Total** \$129,285.00  
**Sales Tax**

**By Broadcast Month**  
Aug. 2012  
Grand Total:  
**Spots** 135  
**Rate** \$152,100.00  
\$152,100.00

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27.0	Normal Line / SPOT	08/22/12-08/23/12	1	:30	7P- ACCESS HOLLYWOOD				1	1				2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		8/9/12
28.0	Normal Line / SPOT	08/22/12-08/22/12	1	:30	10P- Law & Order SVU				1					1	\$4,000.00	\$4,000.00	WHDH Boston (WHDH)		8/9/12
29.0	Normal Line / SPOT	08/23/12-08/23/12	1	:30	10P- ROCK CENTER WITH BRIAN WILLIAMS				1					1	\$4,500.00	\$4,500.00	WHDH Boston (WHDH)		8/9/12
30.0	Normal Line / SPOT	08/24/12-08/24/12	1	:30	10P- DATELINE					1				1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)		8/9/12
31.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	10:59P- 7 News at 11 PM		2	2	2	2	2			10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		8/9/12
32.0	Normal Line / SPOT	08/25/12-08/25/12	1	:30	10:59P- 7 News at 11 PM							2		2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		8/9/12
33.0	Normal Line / SPOT	08/26/12-08/26/12	1	:30	11P- 7 News at 11 PM								1	1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		8/9/12
34.0	Normal Line / SPOT	08/20/12-08/24/12	1	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO		1	1	1	1	1			5	\$1,200.00	\$6,000.00	WHDH Boston (WHDH)		8/9/12
35.0	Normal Line / SPOT	08/21/12-08/21/12	1	:30	7:30P- EXTRA							1		1	\$1,800.00	\$1,800.00	WHDH Boston (WHDH)		8/16/12
36.0	Normal Line / SPOT	08/23/12-08/23/12	1	:30	10A- 11A (ET)							1		1	\$400.00	\$400.00	WHDH Boston (WHDH)		8/17/12
37.0	Normal Line / SPOT	08/25/12-08/25/12	1	:30	6A- 7A (ET)							1		1	\$250.00	\$250.00	WHDH Boston (WHDH)		8/17/12

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